

**Tourism Advisory Board Meeting**  
**Wednesday, November 29, 2017 (11:00 a.m. – 12:30 p.m.)**  
**Large Conference Room**  
**Dover, Delaware**  
**MINUTES**

**Attendance:**

**TAB Members:**

Megan McGlinchey  
Paul Kuhns  
Matt Robinson

Heath Gehrke  
Mike Rasmussen

**Others:**

Scott Thomas (Southern Delaware CVB)  
Wendy Vestfall (Kent County CVB), by phone  
Liz Keller (DTO Director)

Sarah Willoughby (Wilmington CVB), by phone  
Cerron Cade (DSBDT Director), by video  
Alexis Walters (DTO)

**Absent:** Jennifer Zerby (Boardwalk Plaza Hotel)

Tricia Ratner (BHHS Gallo Realty)

The meeting of the Tourism Advisory Board was called to order by Chairwoman Megan McGlinchey at 11:05 a.m.

**Approval of Minutes**

The minutes from the meeting of April, 2017 were reviewed and were approved.

**Delaware Tourism Office Overview**

DTO provided highlights of accomplishments from April 1, 2017 to September 30, 2017:

- Generated \$315,175 in media coverage and produced 5 press releases, 2 media advisories, 7 eNewsletters and 2 eBlast; Director spoke at 8 events
- 2017 Branding launched- new travel guide, beach umbrella branding co-op with State Parks, new Marketing Documents, a redesigned travel and transportation map in partnership with DelDOT.
- BWST growth- DTO added 2 new locations, with 7 more on the horizon
- Firefly Music Festival 2017, 14 successful volleyball tournaments, over 10,000 social media engagements.
- DSC booked the 2018 US Lacrosse national Championship in August of 2018 with an estimated 4,800 room nights.

***Looking ahead (October-April)***

- Update on DE on Tap Mobile App launch
- Update on Winter Wonderfest Ice Rink
- 2017 Slam Dunk to the Beach
- Department of Agriculture partnership
- 2018 Trade Shows, Firefly and Media Plan

### **PAT Report and Budget**

Group reviewed reports and numbers the group agreed that the numbers continue to grow as an industry, however, Sussex County noticed a dip in occupancy during August. The general consensus is that the visitors are using different ways of staying, unrelated to the PAT. The group confirmed that July has become more popular than August and discussed ways to increase visitation in August.

It was agreed that earlier school start times might be a cause for the decrease in August visitation. The group discussed the idea of later start times and compared Delaware to surrounding states.

The group discussed legislation relating to AirBNB and other similar type rental agencies. Sussex County and New Castle have both seen an increase in AirBNB rentals.

The Governor's FY Budget was reviewed. At the previous meeting the group reviewed the proposed budget, and there were no major changes between the two.

### **Other Business**

None

### **Public Comment**

- Matt Robinson congratulated Sports Sales Director Jessie Dmitchik for her hard work preparing for Slam Dunk to the Beach 2017.
- Scott Thomas reminded everyone about the Southern Delaware Awards Luncheon on December 6<sup>th</sup>.
- Mike Rasmussen congratulated the Tourism Office on the release of the DE on Tap mobile application.
- Heath Gehrke said Winter Wonderfest was off to a good start and the previous weekend had over 7K visitors, more than 50% than last year. The Cape May Lewes Ferry terminal has also seen an increase in sales.

### **Adjourn**

Meeting adjourned at 11:46 a.m.